

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
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August 2, 1996

RJR Account #375878

P. Cox

McLANE-NORTHEAST

**September Partners Promotion (#601270): Doral B2G1F**

Dear Paul:

Doral B1G1F product and live product, in quantities listed below has been ordered to cover your **September 1996** automatic monthly display shipment to your participating retail accounts. **1280** SKUs of sleeves (item #512141) have been ordered to Consolidated Industries to pack this Promotion.

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
Full Flavor 100	12300-23572	86	12300-15312	22
Light Kg	12300-23570	86	12300-15112	22

**Product PO #ER0003-01 / Vendor #04360**  
**15 Digit Description: SEPT-DORALB2G1F**

**Product Arrival:**

**August 26, 1996**

**Sleeves Arrival (Consolidated):**

**August 29, 1996**

**Ship Date to Retail:**

**Week of: September 9, 1996**

**Item #512141 (Sleeves for Display Assembly)**

**SKU CUBE:**

**1.1840**

**SKU WT (w/o Product):**

**3.0000 lbs**

**Retail Sales Offer per Sku:**

**20 units**

**Billing per Sku:**

**4 Savings Cartons**

**EFT \$ Amount:**

**\$34,234.41**

**Non-EFT \$ Amount:**

**\$N/A**

51862 0204

-2-

B2G1F

McLane NE

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves; Buy-1-Get-1-Free pre-banded product should be placed into the sleeve and an additional 'Live' pack inserted with it.

***SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST***

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$2,436.00 (87 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotions Coordinator

/jc

cc: RJR #1610: DK / SS

RJR #1710: IM / MM

McLane: R. Moore

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

51862 0205

## McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

51862 0206

McLANE NE

SEPTEMBER PARTNERS: DORAL B2G1F / #601270

CHAIN NAME	NO. OF STORES	DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT	
A-PLUS/ ATLANTIC/ A-MART/ SUNOCO	204	Per List	406	2	2	28				22	103		244	4		
BP OIL	37	Per List	70										70			
CIRCLE K	49	Per List	81	7		55		4	15							
COASTAL MART	36	2	72							18			54			
CONV EXPRESS	5	Per List	11								11					
COUNTRY FAIR	70	3	210								15	21	174			
DAIRY MART	61	1	61	18		23					15			5		
EXPRESS MARTS	34	2	68								68					
F.L. ROBERTS	16	3	48	9		39										
HESS MART / STATION	7	Per List	10							8	2					
MOBIL	65	1	65	1		12			8	9	30		3	2		
RED BARREL	23	1	23								23					
7-ELEVEN	1	2	2										2			
SUGAR CREEK	92	Per List	104								104					
SUNRISE FOOD	17	1	17								17					
INDEPENDENTS (& SMALL CHAINS)	23	Per List	32	4		7	1		2	4	9		5			
TOTALS	740		1279	41	2	164	1	4	25	61	397	21	552	11	0	